ConnectVermont Cooperative
Multi-Agency Funding for
Traveler Information

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Conference
Session E4 - ITS Partnerships: Lessons
Learned and Next Steps
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ConnectVermont began in 2000 as a project called the Cross Marketing Database (CMDB) through the Vermont Agency of Commerce and Community Development (ACCD).

ACCD partnered with the Vermont Agency of Transportation (AOT) to utilize a federal earmark from Sen. Patrick Leahy.

AOT acted as the grant grantee with pass through to ACCD.

ACCD’s Department of Tourism and Marketing (VDTM) and Department of Economic Development (DED) utilized the funds to create Traveler Information websites VermontVacation.com and ThinkVermont.com.
What is the number one challenge every State AOT/DOT has regarding ITS projects?
MATCH!!
“C’mon, c’mon—it’s either one or the other.”
ConnectVermont Phase I (FY ’01 – FY ’03)
$1.2M earmark handled through VDTM/ACCD and was a pass through from AOT.
Earmark was 50/50 match.
Partners providing match;
- VDTM ~ $700,000
- Buildings and General Services (BGS) ~ $200,000
- DED ~ $50,000
Match was in kind and personnel services.
Phase I Accomplishments

- ConnectVermont Infrastructure created.
- Established web server and central database for common data intake.
- Business Registry, Bid Opportunities, and Vermont Travel Planner (VTP) created and placed online.
- Started Tri-State (TRIO) collaboration between Maine, New Hampshire, and Vermont.
Phase II

- ConnectVermont Phase II (FY ’02 – FY ’04)
  $1.2M earmark that started with VDTM/ACCD and then moved to AOT.

- Earmark was 50/50 match.

- Partners providing match:
  - VDTM ~ $900,000
  - BGS ~ $300,000
  - DED ~ $50,000

- Match was in kind and personnel services.
Phase II Accomplishments

- Formalized the Cross Marketing efforts in state government expanding the partnerships.
- Enhanced the VTP intake and users searching.
- Established 4 Electronic Touch Screen kiosks at BGS Welcome and Information Centers (manned rest areas).
- Piloted the Frequently Asked Question (FAQ) internal web source for state government.
Phase III

- **ConnectVermont Phase III (FY ’03 – FY ’05)**
  - $1.4M earmark.
- **Earmark was 50/50 match.**
- **Partners providing match;**
  - VDTM ~ $1,200,000
  - BGS ~ $300,000
  - DED ~ $50,000
- **Match was in kind and personnel services.**
- Expanded the number of touch screen kiosks at Welcome and Information Centers from 4 to 8.
- Expanded the Cross marketing efforts from 8 to 19 partners within state government co-laborating on joint marketing and web developments.
- Established program sustainability efforts.
- Started outreach to state agencies for joining ConnectVermont partnership
- Randolph, VT Low Power Frequency Modulated (LPFM) station brought online.
- CARS, FORTELL, and 511 implemented via TRIO.
Phase IV

- ConnectVermont IV (FY ’04 – ’06) $1.4M earmark.
- Earmark was 50/50 match.
- Partners providing match;
  - VDTM ~ $1,000,000
  - BGS ~ $300,000
  - DED ~ $50,000
  - Department of Public Safety (DPS) ~ $50,000
  - Agency of Human Services (AHS) ~ $100,000
  - Vermont Arts Council (VAC) ~ $50,000
- Match was in kind and personnel services.
Phase IV Accomplishments

- Derby, VT LPFM station brought online
- Switched several BGS Welcome and Information Centers from 56k frame relay and dial-up to Broadband, DSL, and satellite ISPs.
- Wi-Fi implemented at 2 BGS Welcome Centers.
- Created ATIS Standards to align ConnectVermont database elements for travel, lodging, events, recreation, and attractions.
- Created Events template to allow partners to pull information from database and present it on their own website with the look and feel of their website.
- Dynamic services changed database to make it easier for partners to add/delete categories, events, data structure, etc.
- Updated ConnectVermont Architecture to fall inline with revised Vermont Statewide Architecture.
- Variable message signs with mobile satellite and PTZ cameras.
Phase V

- ConnectVermont V (FY ’05 – ’09) $10M High Priority earmark.
- Earmark is 80/20 match.
- Partners providing match:
  - VDTM ~ $1,000,000
  - BGS ~ $300,000
  - DED ~ $50,000
  - DPS ~ $50,000
  - VAC ~ $100,000
  - Department of Information and Innovation (DII) ~ $500,000
  - Agency of Natural Resources (ANR) ~ $150,000
  - Natural Resources Board (NRB) ~ $750,000
  - Vermont Humanities Council (VHC) ~ $100,000
  - Chamber of Commerces, Regional Planning Commissions, Non-Profit Organizations ~ $500,000
- Match has been cash and in kind services.
Phase V Accomplishments

- VTP enhancement with new Itinerary Planner.
- Continued rollout of kiosks, broadband, DSL, and/or satellite ISP services, and Wi-Fi to remaining BGS Welcome and Information Centers.
- Tri-State (TRIO) enhancements to 511, CARS, and FORTELL.
- Started implementing fiber optic infrastructure around the state.
- Upgraded and centralized database and web servers from offsite locations back within state to control costs and productivity.
- Increased partners for costs, revenue, and project benefits sharing.
- Operations Center
- 4 Road Weather Information Stations (RWIS)
Next Steps

Continued collaboration and outreach.
Future Goals

- ConnectVermont future partners:
  - Agency of Human Services
  - Agriculture
  - Parks and Recreation
  - Education
  - Department of Health
  - Department of Employment and Training
  - Dimensions of Marble (Marble Trail)
  - Private Industry (Cabot Cheese, Green Mountain Coffee Roasters, OMYA, etc.)
  - State Colleges and Universities
Lessons Learned

“You idiots! ... We’ll never get that thing down the hole!”
Lessons Learned

God as a kid tries to make a chicken in his room.
Lessons Learned

- Agencies/Departments can be very territorial when it comes to information data exchange projects.
- Outreach and Marketing are key for showing success and “what it does for me” for all involved.
- Reducing stove pipes and costs will get the attention of legislatures.
- Good collaboration begins with excellent communication.
Visit Vermont!

Thank you for your time and attention!

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